

# **IMPLEMENTATION AND FINANCING**

---

The purpose of this element is to provide an inventory of existing educational and public awareness programs that address solid waste management. The education of the general public in terms of solid waste management could prove to be the most effective element in reducing solid waste.

## **KEEP FAYETTE BEAUTIFUL, INC.**

Keep Fayette Beautiful, Inc., a 501 C (3) organization is an affiliate of Georgia Clean and Beautiful and Keep America Beautiful (KAB). A portion of the Fayette County's transfer fee for solid waste is presently used to fund KFB. KFB's efforts will follow the guidelines contained in the KAB System.

The system is a behaviorally based five-step approach: getting the facts, planning systematically, involving the people, focusing on results and providing positive reinforcement. It has been called AA Grassroots Network with Proven Solutions. The goal of the program is to change behavior.

KFB educational efforts will encompass all phases of solid waste management; source reduction, recycling, composting, sanitary landfills, waste-to-energy and environmental protection. All of these components are necessary to solving our long-term solid waste management challenges.

### **Program Outline:**

#### **I. Fayette County Schools**

Teachers in the local school system were first introduced to the Keep America Beautiful instructional materials in 1993. During the 1998-99 school year additional workshops are scheduled. "Waste in Place", for grade K-6 and "Waste: A Hidden Resource" for secondary schools provide excellent curriculum materials for teachers and students.

Community Service and projects of KFB are disseminated to the local schools. School Science/Ecology Clubs and students are encouraged to volunteer. Recently high school students assisted with the "Litter Free" County Fair Program. KFB conducts annual art and literary contests in conjunction with Earth Day and an aluminum recycling contest in conjunction with America Recycles Day.

#### **A. KAB Curriculum**

1. Waste in Place: for grades K-6 was introduced into the school system in March of 1993 with a Teacher Workshop sponsored by KFB. Professionals from the Department of Community Affairs, Georgia Clean & Beautiful program conducted this workshop. A State Grant funds the instruction and the printed materials. The cost of providing substitute teachers for the teachers who will attend the workshop is being funded by KFB. The first workshop was attended by 30-40 teachers.

# **IMPLEMENTATION AND FINANCING**

---

2. Waste: A Hidden Resource for grades 7-12 was revised by Keep America Beautiful and became available in May of 1993.

These two curriculums contain a substantial amount of educational materials that are constantly undergoing revision and updating based on the real world experiences of the KAB affiliates nation wide. KFB provides in-class presentations on conservation, recycling and composting. In addition, KFB has donated composting handbooks to each school in Fayette County and to each library. Videos and other resources can be checked out at the KFB office.

## **B. Extension Service**

Cooperative efforts between the Fayette County Extension Service and KFB are ongoing. These monthly programs and special events are an important component of our education efforts. They provide a yearlong focus on solid waste issues and are a vehicle for positive reinforcement via contests.

The Extension Service also provides to the public schools on-going educational programs and expert knowledge that related to solid waste management. These programs support the overall goals of the locally adopted state mandated curriculum objectives.

## **C. Other**

1. Working with schools to setup pilot solid waste management programs. Projects will involve direct student participation in the research, planning and execution of appropriate programs. An awards program will be applied.

2. Special programs are in the planning stages. Two will deal with long term monitoring of air and water quality in our community.

3. Presentations for public discussion of the issues at PTO meetings.

## **II. Business and Industry**

### **Business and Industry Committee**

1. The Waste in the Workplace program addresses the educational needs of the commercial, industrial and institutional community. KFB will set-up pilot programs in the various types of business organizations in the community. This is another tested, proven program from KAB. Successful, local demonstrations of the program will be used to educate this segment of the community, a critical component of any effort to manage solid waste.

2. Seminars and presentations in cooperation with the Chamber of Commerce and other organizations that reach the business community will enable us to reach and educate larger numbers of businesses.

# **IMPLEMENTATION AND FINANCING**

---

## **III. General Public**

A. Civic Organizations Committee will, working with the many organizations in our community, provide a series of programs to the members of these organizations. These will provide opportunities for both dissemination of facts and information and discussion of the issues. Citizen input is critical to successful plans. Civic organizations are also a source of volunteers for community projects.

B. Newspaper ads, feature articles and sponsored columns will be used to broadly distribute information.

C. Existing publications such as Peachtree City Update, The Guide to Peachtree City and The Communicator can be valuable vehicles.

D. Inserts in water and sewer bills.

E. KFB intends to establish a publication of its own.

## **IV. Executive Director**

A. **Full-time professional position:** Initial training, provided by Keep Georgia Beautiful and Keep America Beautiful, is constantly reinforced by workshops and periodic interaction with other of the 60+ Executive Directors in Georgia and with more than 490 nation wide.

The Executive Director provides a permanent, trained and expert person to conduct a continuous educational process in the community. They will be available to work in the schools, to advise governmental entities, speak at and conduct discussion at meetings of civic organizations, visit businesses and otherwise reach all segments of the community.

### **B. Keep Fayette Beautiful Office**

1. A central office providing information to the public is located in Fayette County Cooperative Extension Office in the Stonewall Complex.

### **C. Libraries**

1. KFB will provide books, literature and videotapes to the libraries in the community. These will be available for checkout and usage in the library.

### **D. Award Programs**

Will provide positive reinforcement on an ongoing basis. Awards are appropriate for all community segments; government, schools, civic group, businesses and individuals.

# **IMPLEMENTATION AND FINANCING**

---

## **A. Keep Fayette Beautiful Awards**

Will provide positive reinforcement on an ongoing basis. Awards are appropriate for all community segments; government, schools, civic groups, businesses and individuals.

- a. Keep Fayette Beautiful Awards
- b. Keep Georgia Beautiful Awards
- c. Keep America Beautiful Awards

## **E. Special Events**

Numerous events addressed to various segments of the community will be carried out.

- a. Earth Day 10 K run
- b. Keep America Beautiful Month
- c. Scout shows
- d. Chamber of Commerce events
- e. Earth Day art and literary contests
- f. Christmas tree and phone book recycling programs
- g. America Recycles Day where local retailers highlight products made from or packaged in recycled materials
- h. Litter free events and litter clean up programs

## **V. Litter Control**

A. Adopt-A-Mile, Inc. is a locally owned 501 C (3) corporation and is merged into the operations of KFB.

1. Adopt-A-Mile cooperates with and promotes the Department of Transportation Adopt-A-Highway program to the county and municipal roads, school grounds, public parks, and public shopping areas and is currently adding the Peachtree City bike path system.

## **VI. Accountability and Reinforcement**

KFB will conduct, on an annual basis, several surveys and will make reports based on these surveys and on other information gathered through the year.

These reports will provide proof of the effectiveness of the educational programs and reveal where additional efforts need to be made.

1. Photometric Index - Provides accurate and objective measurement of litter control efforts.
2. Solid Waste Survey
3. Annual Report to Keep America Beautiful
4. Annual Cost/Benefit Analysis-monitors effectiveness of public funding.
5. Typical KAB affiliate ratio is 7:1, that is for every \$1.00 of public funding a typical community would receive \$7.00 worth of benefits such as in-kind services, volunteer labor, private donations, and cost avoidance.
6. Local affiliate annual report to address all programs

# **IMPLEMENTATION AND FINANCING**

---

## **FAYETTE COUNTY COOPERATIVE EXTENSION SERVICE**

The Fayette County Cooperative Extension Service will assist KFB as solid waste educational coordinator for Fayette County. The Extension Service is a division of State government through the University of Georgia. A portion of its funding provided by Fayette County.

The Extension Service offers various educational exhibits and programs dealing with solid waste management to interested civic groups. These programs are:

Enviroshopping  
Recycling I & II  
Composting - Recycling Naturally  
Mulching - Feed Your Landscape, Not the Landfill  
Grasscycling  
Composting Structures

The Extension Service presents on the average four of these various programs to civic groups a month. Printed brochures are distributed at these programs and are also available in the Extension Services office.

The Extension Service is available to agricultural operations, which are interested in waste reduction programs. Extension agents will act in an advisory capacity for interested parties.

Through the 4-H Program and Fayette County Schools, the Extension Service with Keep Fayette Beautiful, Inc. offer educational programs and contest to Fayette County youths. This includes coloring contests, essay contests and recycled art projects. Fayette County teachers receive lesson plans on recycling and solid waste management geared for different age levels.

## **MASTER COMPOSTING PROGRAM**

The Extension Service, in conjunction with KFB, administers the Master Composter Program designed as a base of the community outreach for a Grasscycling and Compost Education Program. The purpose of this program is to provide Fayette County citizen with the education and information they need to make wise choices about organic landscaping and food wastes. It seeks to change behavior by raising awareness of the solid waste problem and providing education based programming to minimize resource consumption and waste generation.

The education program will train volunteers in practical waste reeducation, grasscycling and composting techniques. In return for the training, the volunteers will be asked to share their knowledge with others in the community.

The Extension Service has a grasscycling a composting demonstration site in Peachtree

# **IMPLEMENTATION AND FINANCING**

---

City. The site serves as a focus for community outreach activities and training. Volunteers conduct community workshops to provide the public with information about grasscycling, compost preparation and storage systems.

## **FAYETTE COUNTY SCHOOL SYSTEM**

The Fayette County School System science curriculum guides learning objectives which address the areas of solid waste management, recycling and related areas beginning in kindergarten and extends through the high school program. Examples of study include:

- Renewable and Non-Renewable Resources
- Protection of Limited Resources
- Associated problems and Possible Solutions to Pollution
- Recycling of Natural Resources
- Effects of Population Growth on Resources

Fayette County teachers have received training in Project WILD and Project Learning Tree. These national environmental education programs contain numerous activities related to preservation and recycling natural resources. During the month of March and April, teachers also participate in Waste-In-Place and Waste: A Hidden Resource workshops. These programs were developed by Keep America Beautiful, and are locally funded by KFB.

Some schools have also developed their own site based recycling programs for aluminum, glass, newspaper and white paper. Their recycling efforts are many times minimized because of the difficulty of pick-up and delivery of materials to a recycling center. Efforts will be made to setup a comprehensive paper recycling program in the schools system to include white paper, newspaper, magazines, mixed paper and cardboard.

Students knowledge of solid waste management and associated problems has increased through such activities as composting, observing the rate of decomposition of landfill materials, designing practical and creative uses of recycled materials and monitoring the water quality of local streams and creeks.

## **PRIVATE COLLECTION COMPANIES**

Several of the private collection companies operating in Fayette County offer recycling services. Their educational activities include brochures and taped phone messages. For the most part, educational materials distributed to customers address the recycling of glass, aluminum, newspaper and plastic. Appendix D. contains a sampling of the printed materials.